



## Data, Facts, Background

### Leader In German-Speaking Countries

On the basis of market leadership in German-speaking countries, INTENIUM is currently one of the most successful developers and publishers of casual games in Europe.

Furthermore, the company maintains its own development studio for PC and console (Nintendo DS and Nintendo Wii) games, as well as the direct distribution channels via brick and mortar retail chains and the Internet: foremost through INTENIUM's own game platforms [www.deutschland-spielt.de](http://www.deutschland-spielt.de) and [www.screenseven.com](http://www.screenseven.com). An extensive network of partners and relevant listings in all retail channels in Germany, France, Russia, Benelux and the UK also contribute to the strong position of the company. Annually, the company publishes over 200 new products, including a large number of in-house developments, as well as licensed selected products from other developers.

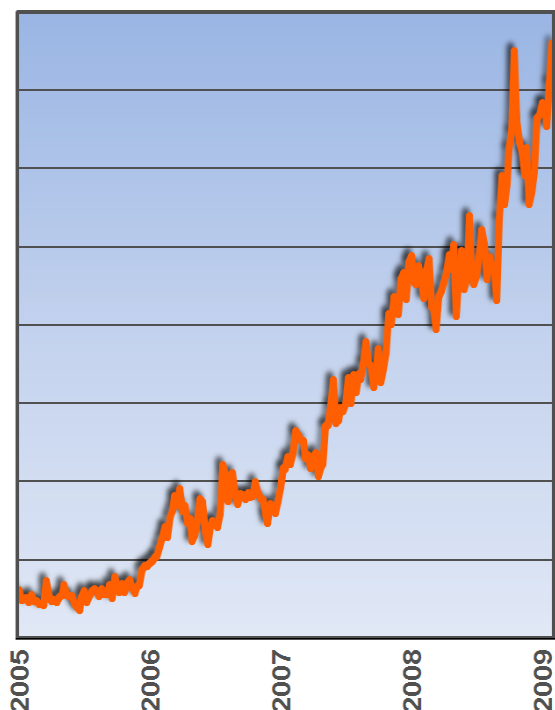
The brand new project of INTENIUM is Gamepoint.de, an innovative Social Gaming Community Platform, which combines online multiplayer games with distinct community elements. The user is offered the so-called social games like Solitaire, Gin-Rummy, Hearts and Bingo, which can be played with other people online. In addition, the company pushes for expansion of the console business and the establishment of foreign branches to strengthen the distribution at a European level. The launch of "Wickie and the strong men" for the Nintendo DS © is planned for the 2nd half of 2009.

### Concept of Success

A key strategic advantage of INTENIUM is the combination of product development, sales & distribution infrastructure under one roof. The marketing information flows right to Game Development due to direct customer contact through INTENIUM's own gaming platforms and retail channels, in order to create new highly targeted products. Therefore, INTENIUM has a significant competitive advantage over pure distributors or developers.

Deutschland-spielt.de is the biggest *independent game-platform* for casual games in German-speaking countries and counts millions of loyal customers. The web-site currently has a 7-digit monthly downloads number and this figure doubles every 6 months. The innovative technology "Game Center" provides a unique combination for online and retail business, from which many of the partners benefit. The distribution partners of INTENIUM include strong Internet platforms as Bild.de, Sat1.de, Avanquest, PC Advisor, Gamesload, T-Pay, Computerbild.de, as well as big retailers, for example, Saturn, Blokker, Bart Smit, MediaMarkt and Weltbild.

### Downloads (national)



Average annual growth rate for the last 4 years is: **+71,4 % p.a.**





### Background of Casual Games

#### What Makes Casual Games So Special?

Casual Games are easy to learn, easy to use, violence-free games where the fun of playing is at the limelight. Playing sessions of a few minutes are just as possible as extensive rounds of several hours. For the most part today's Casual Games can be categorized as either Logic-, Puzzle-, Jump 'n' Run and so called Hidden-Object-games, but there are also the adaptations of famous TV-shows, as for example "Das Quiz mit Jörg Pilawa". Tetris or Microsoft's Solitaire are often considered to be the forefathers of Casual Games. Recent casual console titles like "Dr. Kawashima's Brain Training" also enjoyed great success. The fun of the game combined with rapid success experiences is the most important psychological feature of any Casual Game. Worldwide, "try-before-buy" is the standard business model when the players can play the game free of charge for a certain period of time before they make a decision on whether to buy the full version after the trial period has expired. Typically the prices for full versions range between 10-20 EUR.

#### Who plays Casual Games?

Notably, a high proportion is women over 35 who make up 60 percent of players. Worldwide, there are over 200 million regular Casual Games players. This number means that there are much more casual gamers than households equipped with a game console. The average playing time varies depending on the game genre. According to a U.S. study (AOL DMS Survey) women over 40 spend up to 9.1 hours a week with casual games. Relaxation, stress management and distraction are the main reasons, why people turn to Casual Games.

#### How the market is developing?

Casual games have been the driving force of the entire gaming industry. In the US alone, the Casual Games market volume will grow to more than 2 billion US-Dollars in 2008, which is double the size of 2007! According to leading market research companies, Casual Games are looking at an even brighter future than traditional Core Games, due to the coupling of an extremely broad reach with relatively low development costs. Future revenue potential is seen by experts in exploring the potential of building communities and multi-player options, new forms of distribution such as "flat rates subscription" as well as the integration of advertising in the games (in-game advertising).

Hamburg, 2009



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### Management Team



**Thorsten Kolisch** started out as project manager at Me, Myself & Eye Entertainment GmbH in 1997. From 1999 to 2001, he acted as general manager at the management consultancy AHEAD and its successor company Valtech. Subsequently, he was head of the on-line activities of MME AG as executive producer. Since 2003, Kolisch is a partner and managing director of INTENIUM GmbH, supervising the divisions of online business development and expansion in the US.



**Konstantin Nikulin** founded a software-development company in Kaliningrad in 1998 and several years later set the grounds for the start of INTENIUM GmbH in Hamburg. Nikulin is a trained Aerospace Engineer and was Head of Software Development in *Gazprom*. He started his career in Germany at the end of 90s in Media and IT branches. As a shareholder and a Managing Partner, Nikulin is nowadays responsible for the areas of strategic partnerships and Product Development.



**Klaus Schmidt** led the sphere of controlling and logistics in Fielmann AG for six years. From 1992 to 2002 he was CEO of Ganske Publishing Group (which included companies like Jahreszeiten Verlag, Hoffmann und Campe). Afterwards, he served as CEO of intan media group with a focus on direct marketing. Klaus joined INTENIUM as a Managing Partner in the middle of 2005 and is responsible for the development of Retail and Console business, as well as for international expansion in Europe. Holds a degree in Economics.



**Nils Wriedt** began his career in 1997 with the *DELTON group*. In 2001, he became controlling and treasury manager at the listed *Microlog Logistics AG*, with the main focus on corporate finance and mergers and acquisitions. Since 2003, he served as managing director of the *Microlog group*. Wriedt joined INTENIUM GmbH as a Managing Partner in 2005 and is responsible for Finance, Legal Affairs and HR.

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